

The articles were alleged to be misbranded in the above respects while held for sale after shipment in interstate commerce. The articles were alleged also to be misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: October 8, 1952. Default decree of condemnation and destruction.

4500. Misbranding of It-Sa-Mazing wrinkle lotion. U. S. v. 5 Bottles, etc.
(F. D. C. No. 36519. Sample No. 79655-L.)

LABEL FILED: May 4, 1954, District of Nevada.

ALLEGED SHIPMENT: On an unspecified date, by E. C. Coolidge, doing business as It-Sa-Mazing Products, from Sacramento, Calif.

PRODUCT: 5 8-ounce bottles, 4 4-ounce bottles, and 2 2-ounce bottles of *It-Sa-Mazing wrinkle lotion* at Reno, Nev., together with a number of leaflets designated "Girls 'It-Sa-Mazing' Wrinkle Lotion For That Young Look" and a window display card reading "'It-Sa-Mazing' For That Young Look Inquire Here For Lotion Guaranteed To Make Your Wrinkles Disappear Or Your Money Refunded."

Analysis showed that the product was essentially a colored and perfumed gum solution.

LABEL, IN PART: (Bottle) "It-Sa-Mazing Wrinkle Lotion For That Young Look Start Now to prevent or eliminate wrinkles * * * This lotion feeds the underlying tissues and tightens the skin."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the above-mentioned bottle label and on the above-mentioned leaflet and window display card were false and misleading. The statements represented and suggested that the article would prevent and eliminate wrinkles, eliminate pimply skin, and feed the underlying skin tissues, whereas the article would not be effective for such conditions and purposes.

DISPOSITION: June 22, 1954. Default decree of condemnation and destruction.

INDEX TO NOTICES OF JUDGMENT D. D. N. J. NOS. 4481 TO 4500

PRODUCTS

	N. J. No.		N. J. No.
ACTH-Gel.....	4481	Deafness, remedy for.....	4498
Adhesive bandages.....	4492	Fisher's Gas-Gon tablets.....	4495
Adrenocaps.....	4481	Gantrisin tablets.....	4482, 4483
Anterior pituitary extract		Garlic, extract of, capsules.....	4499
(veterinary).....	4489	Gas-Gon tablets, Fisher's.....	4495
substance.....	4488	Gonadotropin, chorionic.....	4490
Arthritis, remedies for. <i>See</i>		Gottschall's Life Essence tablets..	4497
Rheumatism, remedies for.		Gout, remedies for. <i>See</i>	
B-amino-complex tablets.....	4498	Rheumatism, remedies for.	
Bandages, adhesive.....	4492	Hocking's Formula capsules and	
Bursitis, remedies for. <i>See</i>		Hocking's Liquid.....	4496
Rheumatism, remedies for.		Immun capsules.....	4494
Chorionic gonadotropin.....	4490	It-Sa-Mazing wrinkle lotion.....	4500
Combisul tablets.....	4483	Lumbago, remedies for. <i>See</i>	
Cosmetic (subject to the drug		Rheumatism, remedies for.	
provisions of the Act).....	4500	Neotrizine tablets.....	4485